

Way We Were

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The Business of Christmas

“The joyous days of Xmas time are again here, bringing their usual good will and cheer. The happy practice of bestowing gifts, during this season, is now in order.” – Park Record 12/19/14

As we make our lists and check them twice, do you find yourself wondering how Christmas shopping was a hundred years ago? You might imagine there was less fuss surrounding material possessions and little pressure to find and give the perfect gift. However the age old saying “things just aren’t like they use to be,” holds little to no ground when discussing holiday shopping. With a little bit of research, it is evident that Park City merchants were very much on board with making Christmas a commercial holiday, and encouraged the community to make purchases.

The Park Record throughout the month of December was flooded with advertisements and articles discussing the many possibilities of gift ideas. Many businesses on Main Street also decorated their storefronts and designed holiday themed window displays as another way to boost sales, spread holiday cheer, and tempt passersby to spend a little more money. In December of 1903, the Park Record published a full length article describing the elaborate festive window displays, stating that “The windows of a majority of the business houses of Park City have received more than ordinary attention this week on account of the holiday trade and as a result many artistic displays are to be seen.”

With a wide variety of shops and sundries available, Parkites did not have to look any farther than Main Street to find and purchase gifts for everyone on their list. Some of those locations included: Welsh, Driscoll & Buck, C.W. Hodgson Jewelry, Aschheim Mercantile, W.R. Jeffords, Frankel’s Clothing, Golden Eagle Store, Blyth–Fargo Co., Andrews Furniture, Orange Blossom Confectionary, and the list goes on and on. One could purchase furniture, jewelry, children’s toys, clothing, shoes, candy and sweets. The possibilities for buying the right gift were endless.

“Do your Christmas shopping now, before the real rush beings. The crowds are gradually becoming larger, and each day this busy place gets more popular among

Christmas Shoppers. Do not put off your buying another day – Come while the selection remains good. You will be better satisfied by so doing.”

This quote pulled from a 1917 advertisement in the Park Record sounds very much like an advertisement that could be found in this past weekend’s paper. Better not wait too long before making your Christmas purchases! If you are still on the search for presents, stop by the Park City Museum gift shop, located at 528 Main Street for a wide array of gifts to suit everyone on your list.



Image#2005.27.15

Credit: Park City Historical Society & Museum

Caption: A view inside of Jeffords Store, located across from the Dewey Theatre on Main Street, in the early 1900s. Like W.R. Jeffords store, many others in town knew that the importance of stocked shelves and interesting, reasonably priced goods would improve their holiday sales.



Your Heart Will Rejoice

If you call and see my line of
XMAS PRESENTS
Before you buy

5c. and 10c. Toys a Specialty

I have the most complete line of
Dolls, Doll Heads, Doll Furniture,
Games, Mechanical Toys, Drums,
Air Guns, Doll Buggies, Wheelbar-
rows, Wagons, Sleighs, Toilet Sets,
Manicures, Photo Holders, Albums,
Shell Boxes, Tea Sets and Fancy
China. If you want to make your
Sweetheart happy at Xmas, see—

W. R. JEFFORD OPPOSITE
DEWEY
THEATRE

The Park Record, 1905-12-09